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(54) **METHODS AND APPARATUS FOR SERVING  
RELEVANT ADVERTISEMENTS**

**Related U.S. Application Data**

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(57) **ABSTRACT**

The relevance of advertisements to a user's interests is improved. In one implementation, the content of a web page is analyzed to determine a list of one or more topics associated with that web page. An advertisement is considered to be relevant to that web page if it is associated with keywords belonging to the list of one or more topics. One or more of these relevant advertisements may be provided for rendering in conjunction with the web page or related web pages.

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